MEDFORD URBAN RENEWAL AGENCY BOARD CITIZEN ADVISORY COMMITTEE MINUTES

February 18, 2025
Noon
411 W. 8th Street, First Floor – Innovation Room
Medford, Oregon

Overview

The Kickoff Meeting for the Citizens Advisory Committee focused on the MURA 2.0 study, beginning with an overview of urban renewal goals and the formulation of recommendations for the city council regarding district boundaries and objectives. Key discussions included the proposed 2.0 map, highlighting areas for redevelopment, and the mechanisms of Tax Increment Financing (TIF) to balance district size with revenue and impact on other taxing districts. Participants explored potential projects, emphasizing environmental cleanup and housing opportunities, particularly affordable housing, while considering the impact on local schools and the importance of partnerships in long-term planning. The meeting concluded with requests for input on problem areas and opportunity sites, alongside action items for individual committee members and suggestions for further review of the proposed district map.

Notes

Urban Renewal Overview

- Meeting kickoff for Citizens Advisory Committee for MURA 2.0 study
- EJ McManus working with staff and chairs
- Objective: High-level overview of MURA's past and future direction
- Monthly meetings planned
- Harry Weiss providing staff support for MURA transition
- Goal: Formulate recommendation to city council on district boundaries and objectives

Proposed 2.0 Map Discussion

- Harry explained the current proposed 2.0 map
- Areas included: Legacy industrial, south downtown, Bear Creek corridor, Rogue Valley Mall
- Focus on addressing incompatible uses and redevelopment opportunities
- Discussion on downtown's continued inclusion in new urban renewal district

Urban Renewal Funding and Projects

- Explanation of Tax Increment Financing (TIF) mechanism
- Discussion on balancing district size with revenue generation
- Consideration of impact on other taxing districts
- Examples of past MURA projects benefiting partner districts (HEC, RVTD, libraries)

Project Ideas and Challenges

- Discussion on potential projects and problem areas within the proposed district
- Environmental cleanup as a potential use of MURA funds
- Consideration of seismic requirements impact on existing buildings
- Importance of patient capital for long-term projects like environmental remediation

Housing and Development Opportunities

- Discussion on repurposing areas like legacy industrial sites
- Consideration of housing development opportunities, including affordable housing
- Exploration of creative solutions for excess parking and land use

School District Considerations

- Discussion on potential impact of urban renewal on school district decisions
- Consideration of school consolidation and potential repurposing of school buildings
- Exploration of partnership opportunities between MURA and school district

Closing Remarks and Next Steps

- Request for input on problem areas and opportunity sites within the proposed map
- Emphasis on strategic thinking about land assemblage and redevelopment opportunities
- Discussion on potential redevelopment of little league fields and nearby hotels
- Reminder to consider long-term plans of other stakeholders for partnership opportunities

Action items

EJ McManus

- Follow up individually with committee members for questions and input on MURA 2.0 objectives
- Provide estimate of revenues generated by the proposed district

All committee members

- Review the proposed map and identify problem areas and opportunity sites
- Consider potential projects that align with MURA's capabilities

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